

LEO BURNETT COMPANY, Inc.

Ad No. 2851—Steve Roper—PLATE #1—Roy, No. 84068—814 x 1124 in.—National Magazine, 1972

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Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro
in a low tar cigarette.

10 FILTER
CIGARETTES

Marlboro
LIGHTS

LOWEST TAR & NICOTINE

10 FILTER & CIGARETTES

Marlboro Lights: 12 mg. "tar,"
1.1 mg. nicotine av. per cigarette, FTC report Apr. '72

Warning: The Surgeon General Has Determined That
Cigarette Smoking Is Dangerous to Your Health.



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